

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

2022-06-01

2. Department

Office of Digital Innovation

3. Organizational Placement (Division/Branch/Office Name)

Legislative and External Affairs

4. CEA Position Title

Legislative and External Affairs Manager

5. Summary of proposed position description and how it relates to the program's mission or purpose.
(2-3 sentences)

The Legislative and External Affairs Manager will serve as a member of the Office of Digital Innovation's (ODI's) executive management team and principal advisor to the directorate on policies related to legislative and external affairs. The CEA will be responsible for establishing policies to build and sustain the legislative and external affairs function and driving policy excellence for ODI and state agency partners. The CEA's program area of oversight ultimately impacts how Californians find information about and engage with state services in an accessible manner, as per ODI's legislative mission.

6. Reports to: (Class Title/Level)

Chief Deputy Director

7. Relationship with Department Director (*Select one*)

- ☒ Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- ☐ Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(*Explain*):

8. Organizational Level (*Select one*)

- ☐ 1st ☒ 2nd ☐ 3rd ☐ 4th ☐ 5th (mega departments only - 17,001+ allocated positions)

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

Under the administrative direction of the Chief Deputy Director, the Legislative and External Affairs Manager is responsible for developing and maintaining the policies and procedures related to legislative, public and industry affairs in support of the strategic vision and mission of the Office of Digital Innovation (ODI). The incumbent will provide coordinated and cohesive direction to the Directorate to ensure consistency of policy, practice and vision and is responsible for the organization's legislative program. The incumbent will be responsible for developing an industry relations strategy and proactive agenda to advance ODI's interests and positioning externally and bringing external perspectives back into the organization to help inform ODI's strategies. The incumbent plays a significant role in the decision making and development of priorities, policies, and practices pertaining to projects, strategic planning, technical direction, resource management and program delivery. Duties include, but are not limited to, the following:

Develop and maintain the policies and procedures related to public and industry relations in support of the strategic vision and mission of ODI. Develop and maintain the policies and procedures related to the management of all legislative related activities in support of the strategic vision and mission of ODI. Serve as a key advisor to the Directorate on legislative affairs, public affairs and private-sector relations issues, keeping them apprised of trends in external political, social, environmental, sustainability, and technology domains. Advise the ODI Directorate in the formulation of state service delivery policies and procedures. Consult with the ODI Directorate relative to state and office initiatives, policies, and standards in support of ODI's goals and objectives. Advise the ODI Directorate regarding major issues confronting the office. Coordinate overall ODI legislative policy development; write, propose, negotiate, promote and secure legislation that could impact ODI programs and associated policy; influence, develop and implement policies with statewide impact through the legislative process. Explain and advocate for ODI programs and policies; provide briefings and presentations to the Director, Chief Deputy Director and members of the Executive Management Team on sensitive legislative, political and budget matters. Establish, enhance and maintain relationships with key external contacts to help promote ODI's activities and accomplishments. Represent ODI with the Legislature and in hearings before legislative committees; develop policies and procedures for the development of bill analyses and tracking of bills and budget actions. Coordinate and engage with trade groups, issue coalitions and other allies on behalf of ODI to build effective coalitions.

Review legislative proposals submitted by the organization and ensures proposals are compatible with existing laws. Review State legislative proposals for consistency with Administration and new federal laws that could impact Administration policies. Prepare draft legislation in consultation with program staff, secure authors to carry legislative bills, present formal testimony and assists in presentation of organization's proposals throughout the legislative process. Provide daily and weekly reports to ODI Directorate regarding legislative activity in the Agency's area of responsibility, coordinate with agency and follows chain of command as it relates to the approval process. Monitor the status of legislation impacting programmatic, fiscal, public affairs, intergovernmental issues and terms and conditions of employment. Manage all external meetings, and attend as needed, ensuring materials are sent in advance, time is well spent, and objectives are achieved. Act as the ODI liaison for legislative inquiries and communications between ODI and legislative affairs representatives from other departments, trade associations and other special interest groups; and represent ODI before other governmental agencies and the public in legislative matters related to ODI. Develop an external and industry relations strategy and proactive agenda to advance ODI's interests and positioning externally and bringing external perspectives back into the organization to help inform ODI's strategies. Represent ODI before relevant trade associations, industry groups, lobbyists, specialty organizations and other private sector organizations while working to enhance ODI's image, brand, and value proposition. Develop and execute innovative external communications strategies that build and protect ODI's brand and reputation and position ODI as a digital services innovation thought leader in the public sector. Maintain a broad understanding of our current and future agency partner's strategies, drivers, goals, and initiatives, as well as the competitive landscapes to enable capture growth opportunities.

Respond to information requests from external parties (e.g. industry groups, lobbyists, etc.). Develop and implement advocacy strategies and effective business relationships to promote ODI's interests. Serve as an effective advocate for ODI and our agency partners on key matters and craft positions that will establish ODI publicly as a thought leader and innovator. Advise the Directorate on strategic communications plans for news and announcements. Develop and implement industry engagement activities (e.g. innovation round tables, CIO forums, etc.). Craft compelling outreach and communications materials such as press releases, presentations, FAQs and other publicity materials. Identify and pursue relevant recognition covering ODI accomplishments, technology, workplace culture, and executive leadership. Identify earned speaking opportunities and work with the ODI team to identify appropriate topics and speakers.

Applies principles, practices, and trends of public administration.

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- ☒ Program is directly related to department's primary mission and is critical to achieving the department's goals.
- ☐ Program is indirectly related to department's primary mission.
- ☐ Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The mission at the Office of Digital Innovation (ODI) is to deliver better government services to the people of California through technology and design. The Legislative and External Affairs Manager role will own the legislative affairs and external relations functions and is mission critical for ODI to deliver on its mission and strategic directives. This position will be establishing the policies and procedures, overall strategies for legislative and external affairs, driving policy excellence for ODI and state agency partners, ultimately impacting how Californians find information about and engage with state services in an accessible manner. The CEA will coordinate overall ODI legislative policy development; write, propose, negotiate, promote and secure legislation that could impact ODI programs and associated policy; influence, develop and implement policies with statewide impact through the legislative process. The CEA will be responsible for setting departmental and statewide policy on how legislative affairs should be established, managed and leveraged to the benefit of the state of California. ODI will not be successful without the Legislative and External Affairs Manager providing the key legislative guidance, building the key relationships, and securing the key support, etc. for the state to deliver efficient and effective services for Californians.

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

ODI was established with the directive to enhance the usability and reliability of the state's most important services by using business process improvement and leveraging digital innovation, as appropriate, to transform government services. As a newly formed office, ODI is now progressing through the next stages of organizational development. ODI's initial digital services projects and innovations demonstrated a need for a high level, policy influencing positions that are consistent with the needs of the projects and supportive of ODI's mission and responsibility to deliver better government services to Californians in an innovative and sustainable manner. Further, as part of the maturation of ODI, there are needs for high-level leadership positions within the organization and this request reflects one of those needs. This position was approved in FY19/20 BCP as part of the establishment of this new program.

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

The following section highlights the mission critical directives for ODI and those that this position will have direct policy and procedure ownership, resulting in statewide agency impact and impact to Californians.

The Legislative and External Affairs Manager will be responsible for the creation and management of policies and procedures related to the creation, management and response to new and existing state and federal legislation with potential impacts to the mission of ODI or the state's delivery of digital services to Californians. These policies in response to legislation, will have a direct impact on the work of the ODI team and the technologies and services that are implemented by ODI on behalf of our state agency partners, ultimately impacting their ability to deliver critical services to Californians.

The Legislative and External Affairs Manager will have primary responsibility for setting policy and maintaining the adequacy of ODI's department wide legislative review and analysis process. This position will be responsible for ensuring that proposed departmental legislation is consistent with the Director's and Administration's policy, and for reviewing and approving departmental positions on all pending bills. The CEA's judgment and advice on legislation will have a major impact on the programs and activities of ODI.

The Legislative and External Affairs Manager will establish and implement policy that addresses the oversight and integrity of the external communications and engagement strategies utilized by ODI to establish meaningful relationships with key legislative stakeholders along with key stakeholders in external entities such as special interest groups and trade associates. These policies will directly impact the external perception and credibility of ODI and will impact ODI's ability to influence the development of legislation related to digital service delivery across the state government and ODI's credibility with special interest groups, trade associations, etc.

Successful implementation and coordination of ODI's initiatives have far reaching impact, are highly visible, and sometimes involve sensitive issues regarding privacy and the access of state services. Such responsibilities may elicit scrutiny from the Legislature, federal government, other state agencies, the media, and the public. As a result, the CEA's policy oversight is critical to ODI's mission, as they will be responsible for ensuring that all new legislation relating to ODI has been properly reviewed, analyzed, and tracked; that it aligns with the mission of the Agency; and for bringing forth priorities of the Office in the rule making process.

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

This position's scope and nature of decision-making is broad and includes the development, establishment, and implementation of policies and procedures related to identification, engagement, management and utilization of legislation and strategic external partnerships on ODI's behalf. The policies they develop have large impact and statewide visibility. To ensure policies are appropriate and can be implemented, this position must consider the new and/or revised state and federal legislation and budgeting needs as well as incorporate timely feedback from stakeholder groups, providers, local, state, and federal governmental entities. This position will provide critical briefings to the Directorate on highly critical and sensitive issues related to external partners that could support interests and the digital services of the state.

This position provides strategic leadership and technical, operational, and managerial leadership for successful implementation of the legislative affairs and external relations function across ODI and ensures that the program is technically sound, evidence-based, and consistent with the department's and stakeholders' priorities. This position will ensure that ODI and agency partners are trained and well versed in the policies and processes that are necessary to maintain compliance with statutory and policy requirements.

The CEA exercises judgment in all decisions affecting their division and throughout ODI. The CEA has decision-making authority for the coordination and implementation of initiatives and projects and expenditures. The CEA has the responsibility to help ensure that new or existing initiatives, projects, and processes are implemented in accordance with ODI's mission, policies and procedures, as well as federal and state laws.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

This position will be developing and implementing new policies, as state and federal legislation, regulations, and policies change and are updated as well as interpreting and implementing existing policies related to the identification, engagement, management and utilization of legislation and strategic external partnerships on ODI's behalf. This will involve work not only within the department and with existing stakeholders, but coordinating with other entities such as the Governor's Office, California Department of Technology, GovOps, California Health and Human Services, Employment Development Department, Department of General Services, Labor & Workforce Development Agency, etc. to identify, define and deploy new policies and procedures with impact across state agencies and directly impacting Californians. The CEA will consistently consider sustainability in practice to ensure policies and procedures can be easily updated to accommodate evolving business and stakeholder needs. As changes occur, the CEA will be responsible for developing and implementing new policy to ensure the Office is in compliance with new legislation. They will work with the Executive Management Team, their peers, staff in other units to establish the best policies for the Department. The incumbent must also be forward-looking, and be aware of what's on the horizon to ensure policies and procedures can be easily updated to accommodate evolving business and department needs. Internally, the CEA will be responsible for evaluating the needs of stakeholders and employees and developing or updating existing policy to ensure operational programs provide timely and accurate information to stakeholders.